

# Emoji Submission: LUGGAGE




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# 1 Proposal for New Emoji

This is a proposal for the addition of a generic LUGGAGE emoji (  ) to the Unicode character set. In this strongly interlinked world today, travelling is faster, cheaper and more important, than it had ever been before. But whether you travel by train, aeroplane, car, bicycle or even on foot; there is one important thing you always have to keep with you: *luggage*.

## 2 Names

### 2.1 CLDR short name

Recommended name: luggage

### 2.2 CLDR keywords

Recommended keywords: luggage, baggage, travel bag, valise

## 3 Images


## 4 Selection Factors – Inclusion

### 4.1 Compatibility

While there are existing emoji for specific pieces of luggage (school bags, briefcases, handbags), none of them actually represents luggage in general. There is an iOS app called Travelmoji, which has several representations of luggage, though.[2] Because that uses bitmaps instead of encoded text, this is not a compatibility issue.

### 4.2 Expected usage level

**Frequency** Travelling and carrying luggage belongs to our daily life. The world tourism volume have nearly doubled from 625 million arrivals in 1999 to 1235 in 2016.[1] When talking about travelling, luggage is an important topic. In figure 1 you see that the term *luggage* is much more popular than specific terms with existing emoji, like *handbag* or *briefcase*. Moreover you see two recurring spikes (summer and winter vacation). Interestingly the popularity of *purse* and *handbag* have a slight increase in winter because they are common gifts for Christmas.

**Multiple usages** A luggage emoji (  ) does not only represent luggage itself, but also may be used as a synecdoche for travelling, vacation, tourism or – figuratively – for a heavy burden, thus giving it multiply usages.

**Use in Sequences** A luggage emoji may appear in sequence with transport emoji (like aeroplane, train, but even a horse), tourism-related (e. g. Mount Fuji, Tokio Tower), or bag-like emoji, as well as in conjunction with people. Please also see the ideas for ZWJ sequences in section 5.2.

### 4.3 Image distinctiveness

To avoid confusion with some existing emoji, there are some points to consider. First, the luggage emoji may not look like a pictogram, because that feel similar to the *left luggage* and *baggage claim* emoji. Second, if a suitcase is used, it should not look like “business” briefcase. Adding souvenir stickers, luggage tags or a logo like an aeroplane, a sun or an island to the suitcase’s design fixes this issue, as those details are unusual on business suitcases. At last, it may not represent any other existing bag-like emoji. Handbags or school bags (for which are existing emoji) are very uncommon referenced as “luggage”, but hiking backpacks often are. As there is no hiking backpack emoji at the moment, that representation is acceptable. However, when there is a later decision to create a dedicated hiking backpack emoji, there may be compatibility issues. Because the emoji name does not determine the number of luggage pieces, a glyph with more than one piece is possible. Figure 2 shows several acceptable appearances of the luggage emoji.

### 4.4 Completeness

Although the luggage emoji may appear in the clothing section of the Full Emoji Data sheet, I would consider it separately from purses and handbags. Like the briefcase emoji has been placed into the office section, the luggage emoji can enrich the hotel section with a further item. The first thing you do, when you visit your hotel room, is usually bringing your luggage into your room. So this emoji helps to complete this section in the Full Emoji Data sheet.

### 4.5 Frequently requested

Figure 3 shows a selection of Twitter users who complain the lackage of a luggage emoji.

## 5 Selection Factors – Exclusion

### 5.1 Overly specific

Because luggage is actually an umbrella term, it cannot be more specific than existing emoji like the specific school backpack or briefcase.

### 5.2 Open-ended

The luggage emoji is highly flexible. Here are some ideas for future ZWJ sequences. (Those are just sources of inspiration and not part of this proposal.)

- 🧑🏫🧳 tourist man <U+1F468 U+200D U+xxxx>

- 📷 photographer woman <U+1F469 U+200D U+1F4F7> *Note, that this sequence does not use the new character, but I include it, because it should be different from a tourist emoji.*
- 🗳️ lost-and-found <U+xxxx U+200D U+2753> (this emoji would contribute to the airport/rail station signs)
- 🚫 no luggage sign <U+xxxx U+20E0>
- 🐴 pack donkey/burro <U+yyyy U+200D U+xxxx> *where yyyy is a proposed donkey emoji*

### 5.3 Already Representable

Indeed there are already many different kinds of existing bag emoji, but school bags (U+1F392), handbags (U+1F45C) or briefcases (U+1F4BC) are very specific kinds of luggage with a high potential to be misunderstood.

For example a briefcase is usually associated as a special office-related item, this can also be observed in the man office worker ZWJ sequence <U+1F468 U+200D U+1F4BC>.

A separate emoji which is uniquely recognized as luggage in a broader sense, would be the best way to avoid confusion and solve those issues.

The existing baggage claim (U+1F6C4) and left luggage emoji (U+1F6C5) are pictograms for special points of interest on railway stations and airports. Although they may contain luggage in their glyph, they do not represent the luggage itself. The possibility would be changing the appearance of the *left luggage* glyph is not an option, due to compatibility reasons.

This sums to a strong argument to add the luggage emoji as a separate character.

### 5.4 Logos, brands, UI icons, signage, specific people, deities

Different representation of luggage may appear as a part of travel agency logos, as seen in the DER Touristik logo. However the luggage emoji does not depend on any special logo. This is also the case for other emoji like U+2600 BLACK SUN WITH RAYS or U+1F334 (Palm Tree).

### 5.5 Transient

As you see in figure 1, although there are seasonal fluctuations because of holiday time, the long-term demand for luggage is stable and it is unlikely that people stop travelling with luggage in the future.

### 5.6 Faulty Comparison

There are no known issues here.

## 6 Sort location

### 6.1 Category

Recommended category: hotel

### 6.2 Emoji before

Recommended emoji before: door (U+1F6AA)

## 7 Other Information

The [attached](#) image file, available under the terms of CC0, is based on the cliparts *Travel Suitcase* by GDJ and *Monuments* by presquesage, both available in the Public Domain on [openclipart.org](http://openclipart.org).

## References

- [1] Statista GmbH. *Internationales Tourismusaufkommen nach Reiseankünften bis 2016*. 2017. URL: <https://de.statista.com/statistik/daten/studie/37123/umfrage/weltweites-tourismusaufkommen-nach-reiseankuenften-seit-1950/> (visited on 06/06/2017).
- [2] EF Language Learning Solutions Ltd. *Travelmoji*. iTunes app description. 2015. URL: <https://itunes.apple.com/us/app/travelmoji/id1011668868> (visited on 06/06/2017).

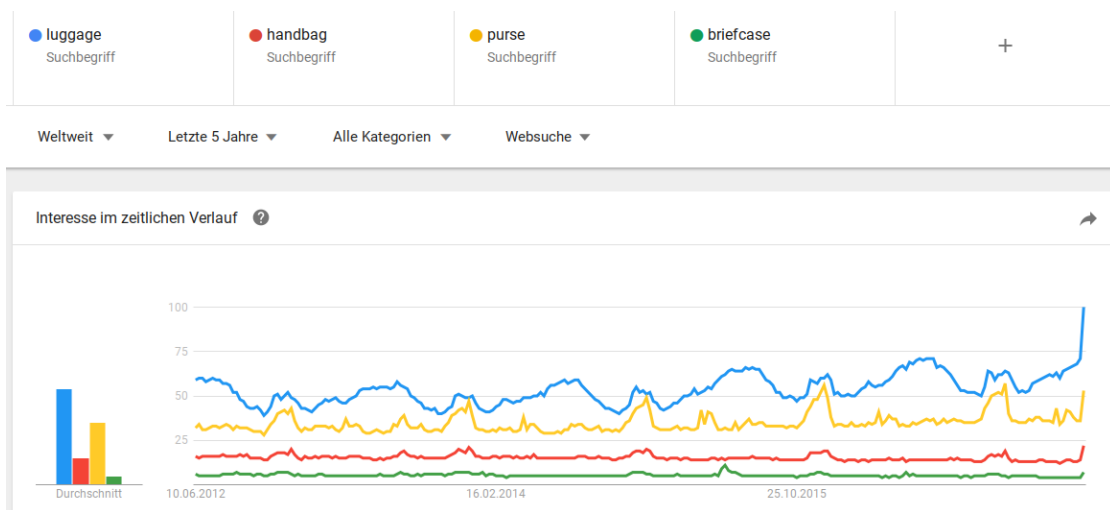


Figure 1: Google Trends, *luggage* compared to other baglike items



Figure 2: Acceptable representations of luggage. Sources: freepik, jara3000 (Bigstock), Clipart Panda, Rojal (PNG ALL)

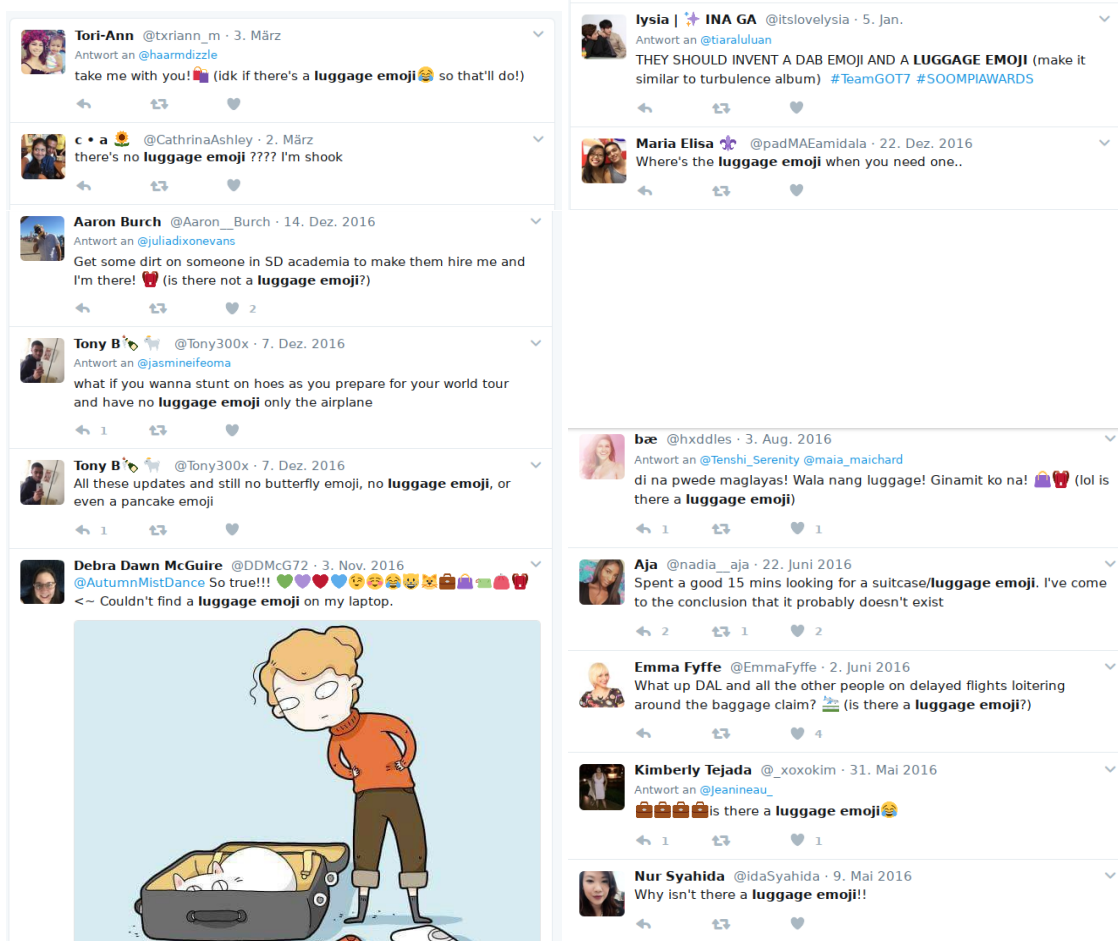


Figure 3: Various Twitter users requesting a luggage emoji



The logo for DER Touristik is displayed in a bold, red, sans-serif font. The word "DER" is positioned above "Touristik". The letter "D" in "DER" is significantly larger than the "E" and "R". A red, rounded, arch-like shape is placed above the "E" and "R" of "DER", resembling a handle or a stylized roofline. The word "Touristik" is written in a smaller, lowercase font below "DER".

**DER**  
**Touristik**

Figure 4: DER Touristik logo as an example for luggage in a company logo. Source: DER Touristik